

YouTube “Red Vested Approved” Videos

1/2/18

Overview

In 2018 the Ace Hardware YouTube channel is going to start adding more amateur videos dubbed “Red Vested Approved” videos. In studies and tests done in 2017 we learned that consumers prefer amateur over professional “polished” DIY videos. Consumers want those detailed step by step instructions for learning. Thus we’re looking for store associates who’d like to star in our videos.

Guidelines

Do not start a project until you run it by Allison Pecora. I will also need to approve a supply list before starting project to guarantee reimbursement of supplies. You must be 18 or older to be in a video. You will need to complete the talent agreement and liability document.

Video Content Outline

- Aim to make your video at least 5 minutes, you can definitely make it longer if need be. Some videos will be shorter and that’s fine!
- Wear your Ace vest. We’d prefer it be the red one, but not required. I know for some videos wearing a vest won’t be natural, please try and wear an Ace shirt then. For example, when making a video on snowthrower repair the technician said he can’t wear that vest it will get caught in the snow thrower and it’s a risk.
- Open the video by stating your first name, name of Ace store, city and state of the Ace store.
- Remind people to like, comment or subscribe after they watch.
- Tell people what they’ll see in this video, sort of your own mental outline. Example: “Today I will be showing you how to install a window insulation kit. This helps cut down drafts in your window, I’m going to be using this product from 3M. This should take you about 5 minutes to do. You will need the following supplies (show supplies and name then.) Let’s get started.”
- Have all the supplies on hand and ready to show within the packaging. Don’t mention prices as they vary by location.
- Try not to say anything that would date the video for instance, “If you’re recovering from Hurricane Harvey...”
- Don’t swear 😊
- Always outline any safety concerns upfront before you do something and have protective items on (gloves, glasses, etc.).
- Always mention in this fashion or another, “Please make sure you follow the manufacturer’s safety precautions for the products you use.”
- Avoid claiming anything that we can’t support in writing, for instance, “This 3M window insulation kit will lower your utility bill.” If there is something claimed on the box, you could always zoom in on that message.

- Try and mention any tips you have based on personal experience. This is a great way to highlight the expertise of Ace.
- If you are choosing one product over another then mention why you prefer that product. Avoid putting another one of the items we carry in a negative light. For instance, “I’m using the 3M Insulation Kit. I like this one because it has enough insulation film to cover two windows instead of one.”
- At the end of the video, thank the viewer for watching, ask them to subscribe to our page for the latest videos and ask them to comment with any questions of videos they would like to see next.

Video Scene

- Shoot the video in landscape
- You can use your cellphone video feature or digital camera.
- Try and keep the camera as stable as possible
- It is preferred you shoot the video at your Ace store, but we realize that some videos are better suited for the home. Just make sure the store or home look tidy and clean.
- Speak loudly so we can hear the person talking, make sure there is no music in the background due to copyright.
- Be wary of labels or non-Ace branded items in the video. For instance, don’t wear Nike shirts and avoid additional brands in the background (Chevy cars, McDonalds cups, etc.)
- Don’t have customers in the video

Reimbursement

- Ace will reimburse you for the cost of the products used in the video. Before purchasing the items, please check with Allison Pecora to get approval to purchase. Receipts will be required for reimbursement.

Video Submission

- When you’re done with your video, email it to apecora@acehardware.com. If it’s too large, hightail.com has a free file sending/sharing service that can also work.
- Complete the attached YouTube Talent Release Agreement, Liability Agreement and send in with video.

Contact Person

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